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AUG 10 2004

## In the United States Patent and Trademark Office

OFFICIAL

Serial Number: 09/693,415  
Application Filed: October 20, 2000  
Applicant: Kia Silverbrook and Paul Lapstun  
Application Title: Method and System for Advertising  
Examiner/GAU: Thierry L Pham/2624

Dated August 11, 2004  
At: Balmain, NSW  
Docket No. NPA011US

## FURTHER AMENDMENT TO RESPONSE LODGED ON AUGUST 10, 2004

Commissioner for Patents  
Washington, District of Columbia 20231

Dear Sir:

In response to the Office Action of June 15, 2004, please amend the above-identified application as follows:

Amendments to the Specification begin on page 2 of this paper. The Applicant submits that these amendments introduce no new matter.

Remarks/Arguments begin on page 5 of this paper.

**PLEASE APPEND THIS RESPONSE TO OUR RESPONSE DATED AUGUST 10, 2004.**